



WPTV

ORDER

Print Date 11/02/12

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Flight Dates 11/02/12-11/05/12

Contract / Revision 316561 /

Original Date / Revision
11/01/12 11/01/12Advertiser **Murphy / Democrat / Congre**Agency **Fortune Media**

Buying Contact

**527 Avenue B
Redondo Beach, CA 90277**

Product

Friends of Patrick Murphy

Agency Com 15%

Billing Contact

**527 Avenue B
Redondo Beach, CA 90277**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **446**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	11	\$8,351.25	\$9,825.00	0.00
Totals	11	\$8,351.25	\$9,825.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	11	\$8,351.25	\$9,825.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	11/02/12	11/02/12	M-F 6-7a M-F 6-7a	CM	6-7a	----F--	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/02/12	11/08/12	----F--		1		\$1,200.00		0.00					
N 2	WPTV	11/05/12	11/05/12	M-F 6-7a M-F 6-7a	CM	6-7a	M-----	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/02/12	11/08/12	M-----		1		\$1,200.00		0.00					
N 3	WPTV	11/03/12	11/03/12	SA 5-6am News SA 5-6am News	CM	5-6a	-----S-	:30	1	\$125.00	FX	0.00	NM	1	\$125.00



WPTV

Print Date: 11/02/12

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Contract / Revision **316561** Flight Dates **11/02/12-11/05/12**

Hiatus Dates

Original Date / Revision 11/01/12/ 11/01/12

Order Sep 00:20:00

Advertiser **Murphy / Democrat / Congr** Product **Friends of Patrick Murphy** Estimate # **446**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	11/03/12	11/03/12	SA 5-6am News SA 5-6am News	CM	5-6a	-----S-	:30	1	\$125.00	FX	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S-					1	\$125.00		0.00			
N 4	WPTV	11/04/12	11/04/12	SU 5-6am News SU 5-6am News	CM	5-6a	-----S	:30	2	\$125.00	FX	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S					2	\$125.00		0.00			
N 5	WPTV	11/04/12	11/04/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	2	\$400.00	FX	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S					2	\$400.00		0.00			
N 6	WPTV	11/04/12	11/04/12	SU 10-11am To the Point SU 10-11am To the Point	CM	10-11am	-----S	:30	2	\$425.00	FX	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S					2	\$425.00		0.00			
N 7	WPTV	11/05/12	11/05/12	NewsChannel 5 LN Spcl NewsChannel 5 LN Spcl	CM	1135p-1205a	M-----	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	M-----					1	\$1,400.00		0.00			
N 8	WPTV	11/05/12	11/05/12	NBC Monday Prime The VOICE	CM	8-10p (8:00 PM-10:00 PM)	M-----	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	M-----					1	\$4,000.00		0.00			
Totals														11	\$9,825.00